

Subject: Marketing Activity Report for the week of 8/1/16

From: Henna Sherzai <HSherzai@downtownla.com>

Date: 08/05/2016 05:11 PM

To: Suzanne Holley <SHolley@downtownla.com>

CC: Shawn Bratton <sbratton@ccala.org>, Lena Mulhall <lmulhall@ccala.org>

Hi Suzanne,

Below is the marketing department activity report for the week of August 1, 2016.

Henna

- Worked on Innovate DTLA
 - o Finalized agency review meetings
 - o Finalized assets pages for report w/ Econ Dev & Kevin
- Worked on ReMix
 - o Created presentation & submitted for design
 - o Updated trifold fact signs
 - o Briefed in signage for suggestion box
- Attended Directors & Staff Meetings
- Held call w/ BSPR re: Halloween proposal
- Worked on BBQ media alert w/ Macy
- Met w/ Carol re: Halloween ticket pricing
- Attended Board of Directors Meeting
- Attended CCA Chiefs of Staff reception
- Finalized graphics for OUE kiosk and submitted for approval
- Met w/ Econ Dev re: repositioning of Get Urban
- Met w/ Nick re: 2017 Econ Dev/Marketing strategy
- Held weekly status meeting w/ Mike
- Held weekly status call w/ Macy

Mike

- Created website content: event listings, specials, business listings, etc.
- Created & monitored social media content for the week/month through Sprout, Latergramme & Iconosquare (social media tools)
- Continued BID events planning (BBQ, Halloween)
- Continued event sponsorship requests
- Weekly meeting w/ Henna
- Continued entering DTLA summer events for campaign
- Attended DRMA Mixer at Nick + Stef's
- Sent out additional Resident Mixer invites to property managers/contacted via phone & email
- Conference call with BSPR regarding Halloween event

- Continued working on ReMix event (securing vendors, entertainment, etc)
- Set-Up BBQ and Halloween EventBrite pages
- Attended staff meeting
- Attended Board of Directors meeting

Kevin

CCA

- Chief of Staff Reception: Flyer revisions
- Carol's party invite
- Members Soiree: Invite & web graphic
- eNewsletter template tests

DCBID

- Remix: Flyer revisions, Tri-fold updates, Presentation, Signage
- BID one-page: Flyer design & revisions
- Kiosk: Signage

ECON DEV

- Innovate DTLA: Report layout & design, Workshop agenda
- Market Report: Revisions

Henna Sherzai

Director of Marketing & Communications

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